

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-84. (Cancelled)

85. (Previously Presented) A method for identifying music to a user exposed to a broadcast that includes unidentified music, comprising:

receiving a signal including a captured sample of the broadcast from a cell phone of the user, the cell phone transmitting the captured signal over the cellular network, said broadcasting comprising music;

determining from the signal a characteristic of the captured sample, wherein the characteristic of the captured sample comprises a landmark and a fingerprint associated with the landmark;

comparing the characteristic of the captured sample to a characteristic associated with an identity record in a database, wherein the characteristic associated with the identity record comprises a landmark and a fingerprint associated with the landmark;

attempting to locate an identity record corresponding to the captured sample according to a result of the comparison; and

storing the captured sample if the location attempt is unsuccessful.

86. (Original) The method according to claim 85, further including delivering the captured sample to remote locations.

87. (Original) The method according to claim 85, wherein the delivered captured samples are used in games or contests involving attempts to identify the unidentified music.

88. (Previously Presented) A method for identifying music to a user exposed to a broadcast, which includes unidentified music, comprising:

receiving a signal from a cell phone of the user, the signal including a captured sample of the broadcast from the user, said broadcast comprising music;

determining from the signal a characteristic of the captured sample, wherein the characteristic of the captured sample comprises a landmark and a fingerprint associated with the landmark;

comparing the characteristic of the captured sample to a characteristic associated with an identity record in a database, wherein the characteristic associated with the identity record comprises a landmark and a fingerprint associated with the landmark;

attempting to locate an identity record corresponding to the captured sample according to a result of the comparison; and

providing an interactive interface for the user to store manipulated data associated with a successfully located identity record.

89. (Original) The method according to claim 88, wherein the interface is selected from the group consisting of real-time interfaces, offline interfaces, and combinations thereof.

90. (Previously Presented) The method according to claim 89, wherein the offline interface is selected from at least one of the following: internet browsers, email, SMS messaging, and combinations thereof.

91. (Original) The method according to claim 88, wherein the interface is arranged to allow the user to store, retrieve and forward the data.

92. (Original) The method according to claim 88, wherein the interface is arranged to allow the user to communicate with third parties.

93. (Original) The method according to claim 88, wherein the interface is arranged to allow the user to participate in games or contests.

94. (Original) The method according to claim 93, wherein the games or contests include identifying unidentified songs.

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95. (Original) The method according to claim 88, wherein the interface is arranged to allow the user to forward data to a website.

96. (Original) The method according to claim 95, wherein the website is configured to provide personalized radio station to the user.

97-107. (Cancelled)